

RESEARCH INTEREST

Human Computer Interaction, Computer Supported Cooperative Work, Social Computing

EDUCATION

University of Washington

Ph.D. in Human Centered Design and Engineering

Advisors: Prof. David McDonald and Prof. Mark Zachry

Seattle, WA, USA

Sep 2023 - present

Seoul National University

M.S. in Intelligence and Information

Advisor: Prof. Joongseek Lee

GPA: 4.00 / 4.30

Seoul, South Korea

Sep 2019 - Feb 2022

Thesis: *Study on Remote Studying Activity with Video Conferencing Tool to Feel the Presence of Others: Focusing on Revealing and Hiding Themselves through Videos*

Ewha Womans University

BA in International Studies (conc. in Business and Economics)

BA in Advertising and Public Relations

GPA: 3.98 / 4.30 (3rd/36); Major GPA: 4.01 / 4.30

Seoul, South Korea

Mar 2013 - Feb 2019

PUBLICATIONS

CONFERENCE PAPERS

- [7] **Soobin Cho**, Joongseek Lee, and Bongwon Suh. 2023. “I Want to Reveal, but I Also Want to Hide” Understanding Virtual Study Room and Its Inherent Conflict of Revealing and Hiding Needs. In *Companion Publication of the 2023 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '23)*. [paper]

POSTERS AND EXTENDED ABSTRACTS

- [6] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2022. “Hide Your Video, Show Your Action!” Investigating a New Video Conferencing Interface for Virtual Studying. In *Companion Publication of the 2022 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '22)*. [paper]
- [5] Sang Ah Park, Yoon Young Lee, **Soobin Cho**, Minjoon Kim, and Joongseek Lee. 2021. “Knock Knock, Here Is an Answer from Next Door”: Designing a Knowledge Sharing Chatbot to Connect Residents: Community Chatbot Design Case Study. In *Companion Publication of the 2021 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '21)*. [paper]
- [4] **Soobin Cho**, Yoon Young Lee, Sang Ah Park, and Joongseek Lee. 2021. “Can Smart Speaker Be the ‘SimSimi’ for Single Households?”: Study on the Use of Smart Speakers by Single Households. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. [paper]
- [3] Sang Ah Park, **Soobin Cho**, Yoon Young Lee, and Joongseek Lee. 2021. ‘Naver Knowledge-iN’ in a Speaker: Designing a Voice-Based Knowledge Sharing Service. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. [paper]
- [2] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2020. Not Too Much, Nor Too Less: Investigating Which Information Should Be Shared for Awareness Between Remote Workers. In *Companion Publication of the 2020 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '20)*. [paper]
- [1] **Soobin Cho** and Joongseek Lee. 2020. Study on Auditory Cues for Conversation Separateness in AI Speaker Multi-Turn Services. In *Proceedings of HCI Korea 2020 (HCIK 2020)*. [paper]

WORK EXPERIENCE

Soft Berry Inc.

UX Researcher, Product Team

- Led all user researches from setting research objective to designing and conducting research
- Worked with product managers to set product visions, goals, and design principles
- Includes one workshop, four surveys, 70+interviews, and content analysis of 5600+posts

Seoul, South Korea

Mar 2022 - Aug 2023

UX Lab, Seoul National University

Graduate Research Assistant

- Managed two research projects as a project manager and conducted three personal research projects, overseeing and leading the entire process
- Includes one workshop, four field/case studies, and 80+interviews

Seoul, South Korea

Sep 2019 - Feb 2022

Weber Shandwick Korea

Junior Associate, Consumer Marketing Team

- Planned, conducted, and evaluated digital and print PR campaigns

Seoul, South Korea

Sep 2017 - Oct 2018

TEACHING EXPERIENCE

Creative Fusion Seminar

Teaching Assistant

Assisted undergraduate students in conducting user research and designing prototype

Seoul National University

2020 Fall

Information Technology Practice

Teaching Assistant

Assisted undergraduate students in conducting user research and designing prototype

Seoul National University

2020 Spring

HONORS AND SCHOLARSHIPS

Brain Korea 21 Four Scholarship

2020 Fall, 2021 Spring

Brain Korea 21 Plus Scholarship

2019 Fall, 2020 Spring

Ewha Womans University Honors Scholarship

2013 Fall, 2014 Fall, 2015 Fall, 2017 Spring

Ewha Womans University Dean's List

2013 Spring, 2014 Spring, 2014 Fall, 2016 Fall, 2017 Spring

INVITED TALKS

HCI Korea 2020 Tutorial Presentation

Making 'Cool' Voice Service

Aug 2020

RESEARCH SKILLS

Field study, case study, workshop, in-depth interview, survey, prototype building, prototype testing, content analysis, thematic analysis, statistical analysis, activity data analysis, data visualization, literature review